

1 of 3

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W	7A-730A	THE EARLY SHOW	:30	\$950.00	09/19-09/19	1	1	1	\$950.00	
Rating: 2.8												
	2	TH	7A-730A	THE EARLY SHOW	:30	\$950.00	09/20-09/20	1	1	1	\$950.00	
Rating: 2.8												
	3	F	7A-730A	THE EARLY SHOW	:30	\$950.00	09/21-09/21	1	1	1	\$950.00	
Rating: 2.8												
	4	M	7A-730A	THE EARLY SHOW	:30	\$950.00	09/24-09/24	1	1	1	\$950.00	
Rating: 2.8												
	5	TU	7A-730A	THE EARLY SHOW	:30	\$950.00	09/25-09/25	1	1	1	\$950.00	
Rating: 2.8												
	6	W	7A-730A	THE EARLY SHOW	:30	\$950.00	09/26-09/26	1	1	1	\$950.00	
Rating: 2.8												
	7	TH	7A-730A	THE EARLY SHOW	:30	\$950.00	09/27-09/27	1	1	1	\$950.00	
Rating: 2.8												
	8	TH	5P-530P	12 LOCAL NEWS	:30	\$2,200.00	09/20-09/20	1	1	1	\$2,200.00	
Rating: 7.2												

Traffic Order#

Printed: 09/18/2012 11:36 AM
Last Received: 09/18/2012 11:21 AM
Showing Buylines: All Lines

2 of 3

Station	WKRC-TV CINCINNATI, OH
Advertiser	() POLITICAL ISSUE GROU
Product	American Crossroads
Estimate#	1017
Buyer	Noelle Ramsey
Phone#	
Fax#	

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/1017
Flight Dates 09/19/2012 - 09/27/2012
Hiatus Weeks

Rep Firm
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	9	M	5P-530P	12 LOCAL NEWS	:30	\$2,200.00	09/24-09/24	1	P1	1	\$2,200.00	
Rating: 7.2												
	10	W	5P-530P	12 LOCAL NEWS	:30	\$2,200.00	09/26-09/26	1		1	\$2,200.00	
Rating: 7.2												
	11	W	530P-6P	12 LOCAL NEWS	:30	\$2,400.00	09/19-09/19	1	P1	1	\$2,400.00	
Rating: 7.5												
	12	F	530P-6P	12 LOCAL NEWS	:30	\$2,400.00	09/21-09/21	1		1	\$2,400.00	
Rating: 7.5												
	13	TU	530P-6P	12 LOCAL NEWS	:30	\$2,400.00	09/25-09/25	1		1	\$2,400.00	
Rating: 7.5												
	14	TH	530P-6P	12 LOCAL NEWS	:30	\$2,400.00	09/27-09/27	1		1	\$2,400.00	
Rating: 7.5												
	15	W	11P-1135P	12 NEWS AT 11P	:30	\$3,200.00	09/19-09/19	1	P1	1	\$3,200.00	
Rating: 8.6												
	16	TH	11P-1135P	12 NEWS AT 11P	:30	\$3,200.00	09/20-09/20	1		1	\$3,200.00	
Rating: 8.6												
	17	F	11P-1135P	12 NEWS AT 11P	:30	\$3,200.00	09/21-09/21	1		1	\$3,200.00	
Rating: 8.6												
	18	M	11P-1135P	12 NEWS AT 11P	:30	\$3,200.00	09/24-09/24	1		1	\$3,200.00	
Rating: 8.6												
	19	TU	11P-1135P	12 NEWS AT 11P	:30	\$3,200.00	09/25-09/25	1		1	\$3,200.00	
Rating: 8.6												

Rep Order# 9821536 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/18/2012 11:36 AM
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Showing Buylines: All Lines

3 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product American Crossroads
Estimate# 1017
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/1017
Flight Dates 09/19/2012 - 09/27/2012
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	20	W	11P-1135P	12 NEWS AT 11P	:30	\$3,200.00	09/26-09/26	1 P1	1	1	\$3,200.00	
Rating: 8.6												
	21	TH	11P-1135P	12 NEWS AT 11P	:30	\$3,200.00	09/27-09/27	1	1	1	\$3,200.00	
Rating: 8.6												

---REPORT TOTALS---

Report Totals: 21 / \$45,250.00

---SALES MONTHLY TOTALS---

Sep 12: 21 / \$45,250.00

Sales Totals: 21 / \$45,250.00

Station Totals: 21 / \$45,250.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$151,744	CABL	0%	EKRC	3%	UNKN	0%	WBQC	0%	WCPO	19%
		WKRC	29%	WLWT	24%	WSTR	3%	WXIX	19%		

Books null
Demos RA35+

Spot Manager: All, 09/19/12-09/27/12



Date	Week	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 57391												
Line: 1												
09/19/12	day	7:18:20 AM	:30	\$950.00		CBS This Morning	(7:00:00 AM-7:30:00 AM)	American Crossroads	1017	P-1		1 MWASH
												1
Line: 2												
09/20/12	day		:30	\$950.00		CBS This Morning	(7:00:00 AM-7:30:00 AM)	American Crossroads	1017	P-1		1 MWASH
												1
Line: 3												
09/21/12	day		:30	\$950.00		CBS This Morning	(7:00:00 AM-7:30:00 AM)	American Crossroads	1017	P-1		1 MWASH
												1
Line: 4												
09/24/12	day		:30	\$950.00		CBS This Morning	(7:00:00 AM-7:30:00 AM)	American Crossroads	1017	P-1		1 MWASH
												1
Line: 5												
09/25/12	day		:30	\$950.00		CBS This Morning	(7:00:00 AM-7:30:00 AM)	American Crossroads	1017	P-1		1 MWASH
												1
Line: 6												
09/26/12	day		:30	\$950.00		CBS This Morning	(7:00:00 AM-7:30:00 AM)	American Crossroads	1017	P-1		1 MWASH
												1
Line: 7												
09/27/12	day		:30	\$950.00		CBS This Morning	(7:00:00 AM-7:30:00 AM)	American Crossroads	1017	P-1		1 MWASH
												1
Line: 8												
09/20/12	day		:30	\$2,200.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM)	American Crossroads	1017	P-1		1 MWASH
												1
Line: 9												
09/24/12	day		:30	\$2,200.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM)	American Crossroads	1017	P-1		1 MWASH
												1
Line: 10												
09/26/12	day		:30	\$2,200.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM)	American Crossroads	1017	P-1		1 MWASH
												1
Line: 11												
09/19/12	day	5:41:22 PM	:30	\$2,400.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	American Crossroads	1017	P-1		1 MWASH
												1
Line: 12												
09/21/12	day		:30	\$2,400.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	American Crossroads	1017	P-1		1 MWASH
												1
Line: 13												
09/25/12	day		:30	\$2,400.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	American Crossroads	1017	P-1		1 MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/19/12-09/27/12



Date	Week	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 57391												
Line: 13												
				\$2,400.00							1	
Line: 14												
09/27/12	day		:30	\$2,400.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	American Crossroads	1017	P-1	1	MWASH
				\$2,400.00							1	
Line: 15												
09/19/12	day	11:18:49 PM	:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	1017	P-1	1	MWASH
				\$3,200.00							1	
Line: 16												
09/20/12	day		:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	1017	P-1	1	MWASH
				\$3,200.00							1	
Line: 17												
09/21/12	day		:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	1017	P-1	1	MWASH
				\$3,200.00							1	
Line: 18												
09/24/12	day		:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	1017	P-1	1	MWASH
				\$3,200.00							1	
Line: 19												
09/25/12	day		:30	\$3,200.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	American Crossroads	1017	P-1	1	MWASH
				\$3,200.00							1	
Line: 20												
09/26/12	day		:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	1017	P-1	1	MWASH
				\$3,200.00							1	
Line: 21												
09/27/12	day		:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	1017	P-1	1	MWASH
				\$3,200.00							1	
				\$45,250.00							21	
				\$45,250.00							21	
				\$45,250.00							21	
				\$45,250.00							21	
				\$45,250.00							21	
				\$45,250.00							21	

[Filtered by:] [Sorted by: Station]